BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 8: Customer Service Provision in Hospitality**
Learning aim(s)	**A:** Understand how to develop customer service within a hospitality business
Assignment title	Understanding customer service needs
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work as a customer service supervisor in hospitality business and have been asked by your manager to improve the level of customer service delivered. Your manger has noticed that the customer service needs of guests have not been fully met and wants you to help change this. You have been asked to help run staff training on customer service. As part of the improvement needed you are to: ● Research and record what makes effective customer service. ● Research and record key features of customers service and why they are important to hospitality businesses. ● Research and record different types of customer service situations.

Task 1	Your task is to produce a comprehensive training plan and accompanying presentation to deliver to the customer service team. The plan should include the following: • Introduction to the business • Customer types • Customer requirements • Aims and features of customer service • Consequences of poor customer service • Exceeding customer needs • Trends changes of customer service requirements • The role of the supervisor and excellent customer service Your training plan and presentation must demonstrate accurate and thorough knowledge and understanding of different customer types and their expectations. A variety of training and presentation materials can be designed, and these must be produced to a high standard.
Checklist of evidence required	Fully justified training plan Presentation
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
8/A. D1	Evaluate how and why customer needs and expectations are changing and the effect this is having on customer service delivery in the hospitality industry
8/A.M2	Analyse how different types of customer service needs can be addressed ensuring consistency across the service team
8/A.M1	Analyse how effective customer service benefits the customer and business
8/A. P1	Explain the key features of customer service in the hospitality industry and the importance of customer service to the organisation and the customer
8/A. P2	Describe the role of the supervisor when leading a team to deliver excellent customer service
Sources of information to support you with this Assignment	Customer service policies for the business Staff training hand book
Other assessment materials attached to this Assignment Brief	*None*